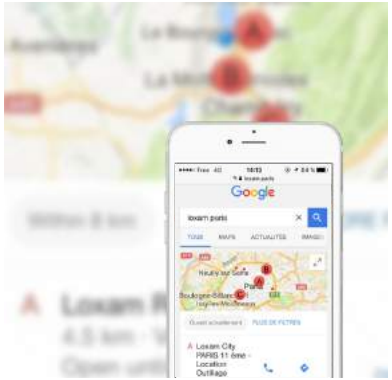
BRIDGE
From Online to Offline

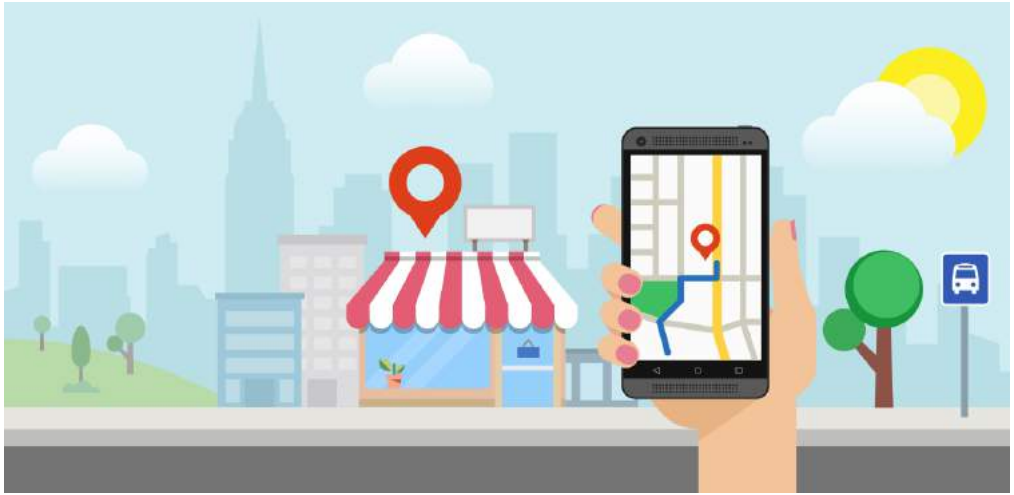
Tips & Tricks for Google My Business

Agenda

During this webinar, you will learn:



1. What is Google My Business?
2. How to increase your Google My Business ranking
3. How does Google My Business improve your local SEO and in-store business?
4. How to best manage and update your GMB information



Google My Business is a service provided by Google allowing business to display their local information on "Google My Business" pages.

Why is Google My Business important for you?

- Consumer ROPO behavior
  (Research Online Purchase Offline)
- 90% of consumers are looking for information online before going to the store
- ¼ of search engines queries are local

Google My Business

- Type 1: Direct Access (name or address)
- Type 2: Discovery (category, product, service)

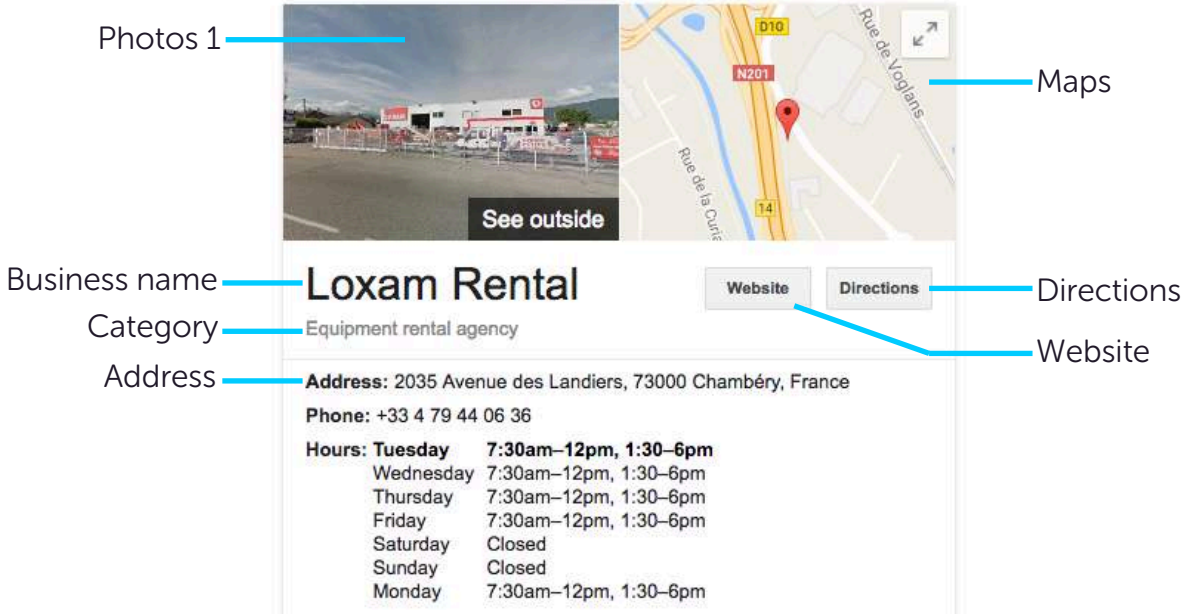
1 Who is it for?

- SMBs
- Networks over 10 stores
- Owned stores
- Franchisee
- ~~Brands resellers~~

Excluded countries

- China
- Crimea
- Cuba
- Iran
- North Korea
- Soudan
- Syria

2 Information on listings



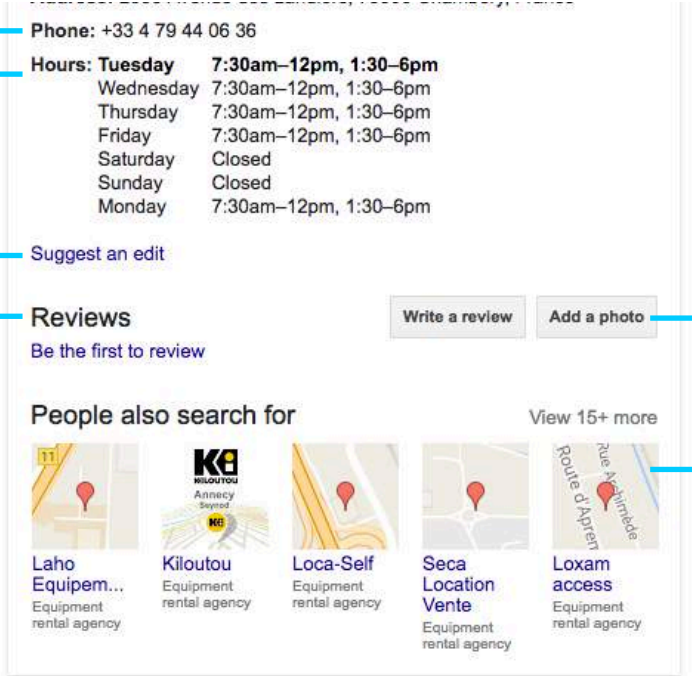
2 Information on listings

Phone number

(Special) opening hours

Public ability to suggest an edit

Ratings
Reviews

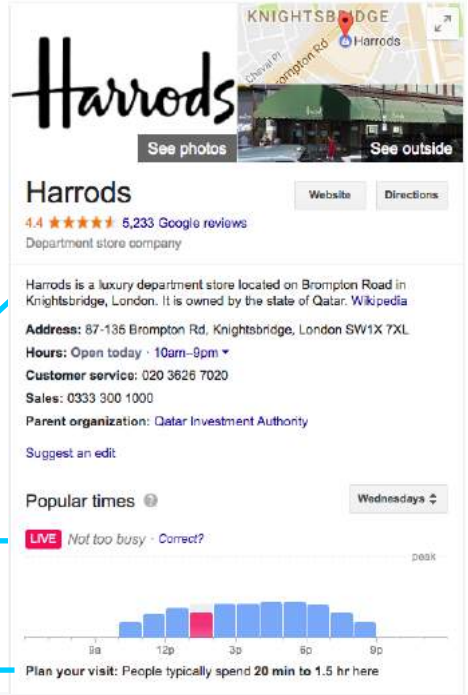


Photos 2

Similar queries

2 Information on listings

- Information differs from an industry to industry
- Aggregated data history from Google Locations (anonymous)



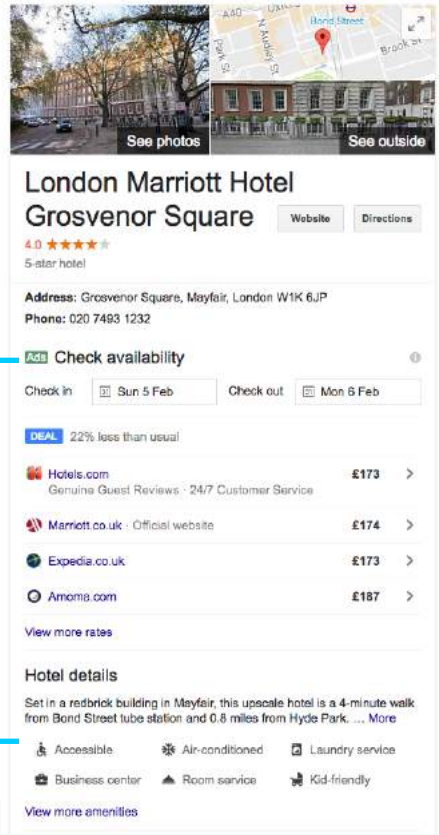
Wikipedia

Popular times and live traffic

Visit duration

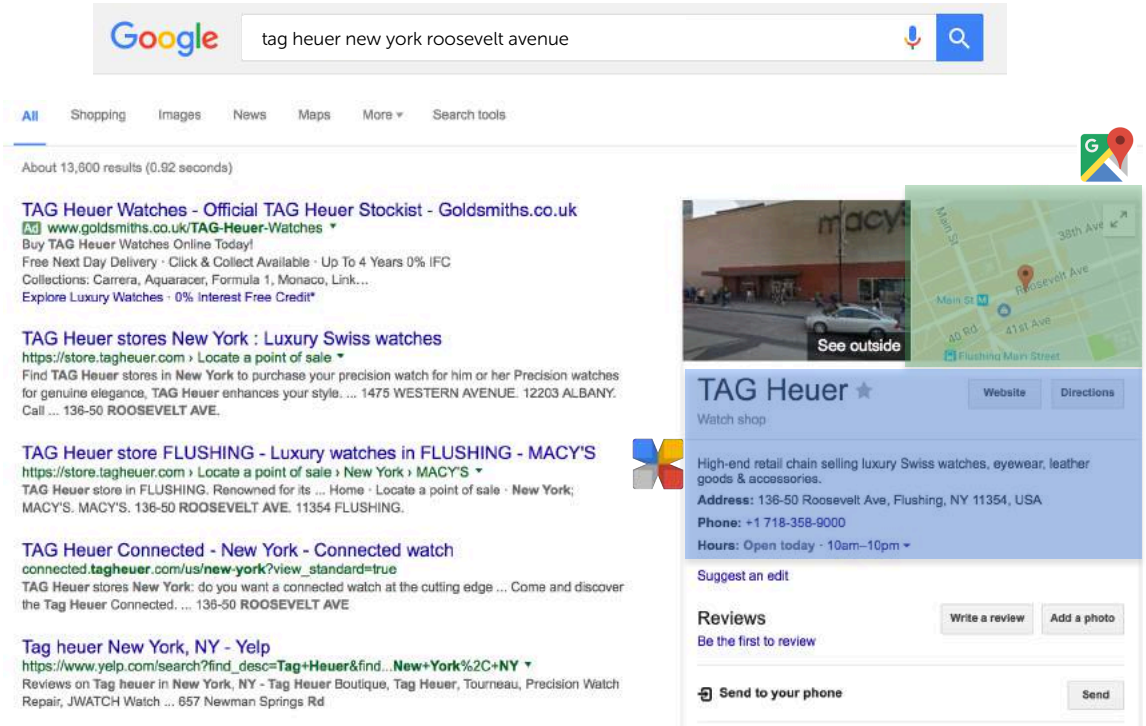
CTA

Attributes



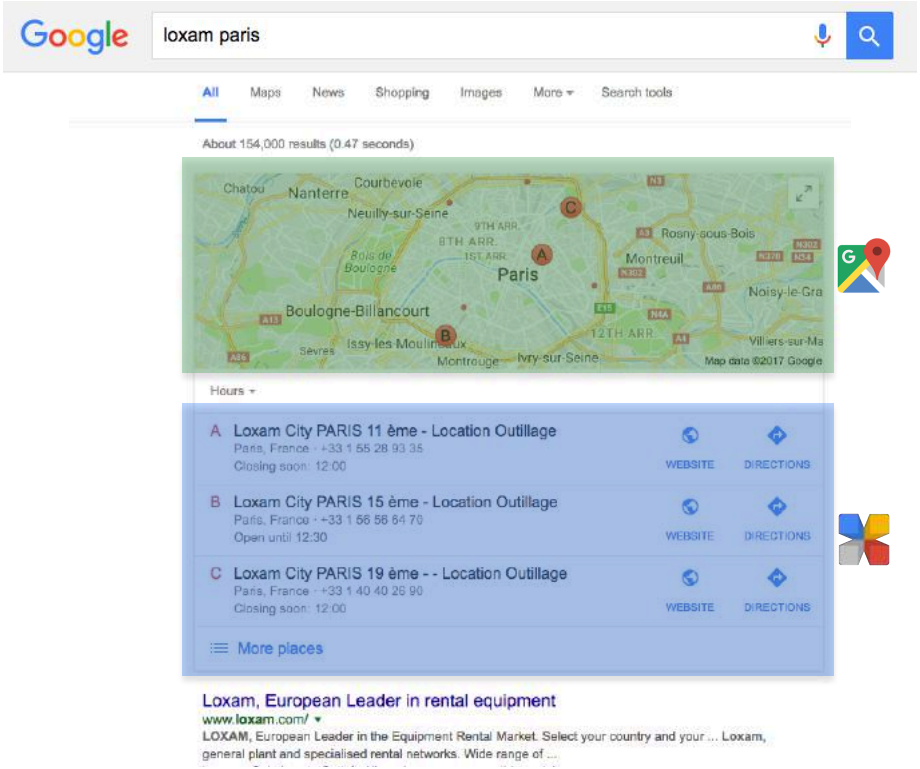
3 Where is it displayed?

- Exact results
  - Knowledge graph
  - Google Maps
  - Google+


Google
tag heuer new york roosevelt avenue
All
Shopping
Images
News
Maps
More
Search tools
About 13,600 results (0.92 seconds)
TAG Heuer Watches - Official TAG Heuer Stockist - Goldsmiths.co.uk
Ad www.goldsmiths.co.uk/TAG-Heuer-Watches
Buy TAG Heuer Watches Online Today!
Free Next Day Delivery · Click & Collect Available · Up To 4 Years 0% IFC
Collections: Carrera, Aquaracer, Formula 1, Monaco, Link...
Explore Luxury Watches · 0% Interest Free Credit*
TAG Heuer stores New York : Luxury Swiss watches
https://store.tagheuer.com › Locate a point of sale
Find TAG Heuer stores in New York to purchase your precision watch for him or her Precision watches for genuine elegance, TAG Heuer enhances your style. ... 1475 WESTERN AVENUE. 12203 ALBANY. Call ... 136-50 ROOSEVELT AVE.
TAG Heuer store FLUSHING - Luxury watches in FLUSHING - MACY'S
https://store.tagheuer.com › Locate a point of sale › New York › MACY'S
TAG Heuer store in FLUSHING. Renowned for its ... Home · Locate a point of sale · New York; MACY'S. MACY'S. 136-50 ROOSEVELT AVE. 11354 FLUSHING.
TAG Heuer Connected - New York - Connected watch
connected.tagheuer.com/us/new-york?view_standard=true
TAG Heuer stores New York: do you want a connected watch at the cutting edge ... Come and discover the Tag Heuer Connected. ... 136-50 ROOSEVELT AVE
Tag heuer New York, NY - Yelp
https://www.yelp.com/search?find_desc=Tag+Heuer&find...New+York%2C+NY
Reviews on Tag heuer in New York, NY - Tag Heuer Boutique, Tag Heuer, Tourneau, Precision Watch Repair, JWATCH Watch ... 657 Newman Springs Rd
See outside
TAG Heuer
Website
Directions
Watch shop
High-end retail chain selling luxury Swiss watches, eyewear, leather goods & accessories.
Address: 136-50 Roosevelt Ave, Flushing, NY 11354, USA
Phone: +1 718-358-9000
Hours: Open today · 10am–10pm
Suggest an edit
Reviews
Write a review
Add a photo
Be the first to review
Send to your phone
Send

3 Where is it displayed?

- Multiple results
  - Google Maps
  - Google Search, 3-Local Pack
  - Google+



The more visibility, the more online traffic!
Accurate online information leads to better ranking and greater offline conversion.

1 How Google determines local ranking

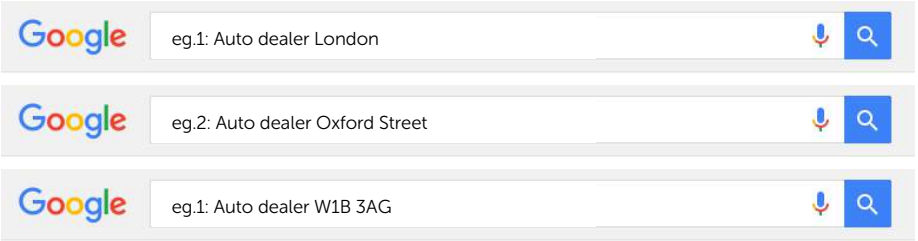
1. Relevance
2. Distance
3. Prominence

1 How Google determines local ranking

1

Relevance

- How well local listing match the query

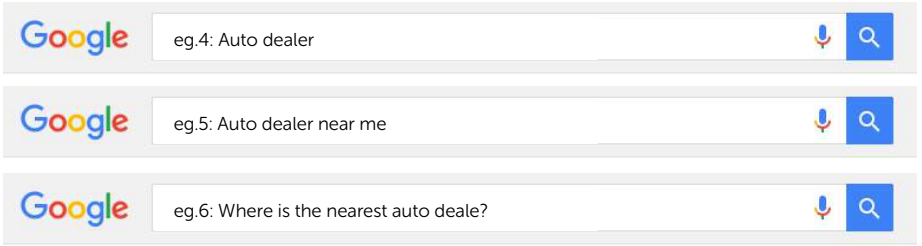


1 How Google determines local ranking

2

Distance

- If the user does not include a location query, Google will then populate results based on the user's known location



1 How Google determines local ranking

3

Prominence

- How the business is well-known in the offline world
- Proeminence is also based on citations about the business that Google has found across the web (like links, articles, directories)

eg.1: public buildings (museums, stations, etc.)

eg.2: well-known businesses (malls, cinemas)

2 Provide complete and relevant NAP information (Name, Address, Phone)

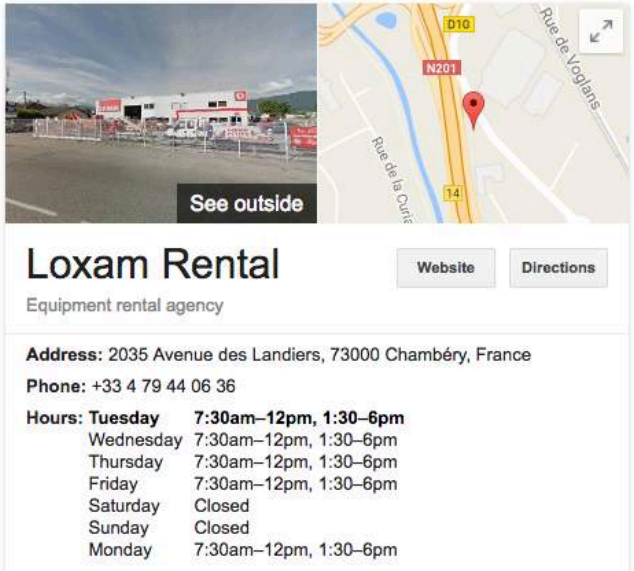
- Business name (don't try to customize it!)
- Accurate address and lattitude/longitude coordinates
- Local number (try to avoid hotline or a cell number)

Note : Google gives you a SEO bonus if all your data is consistent across the web

3 Keep your location hours accurate

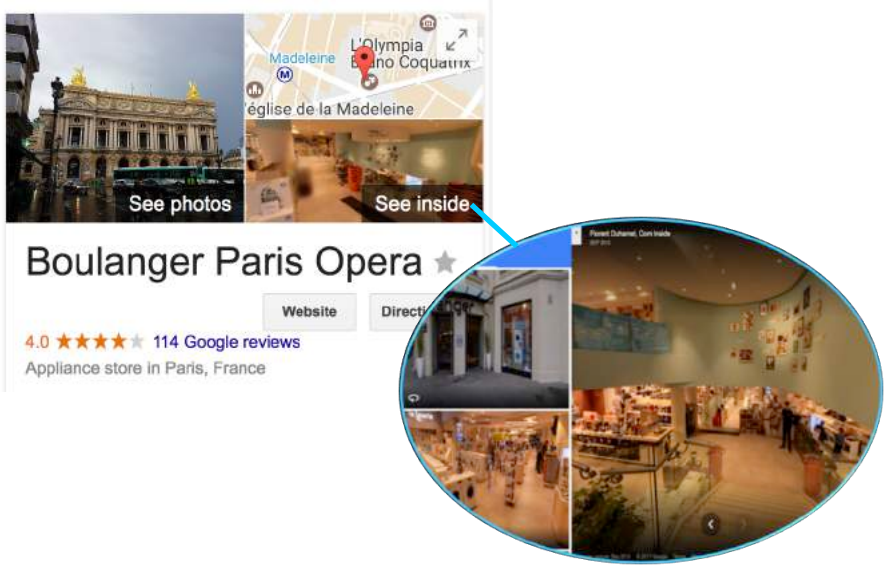
- Fill all your opening hours, even the lunch breaks!
- Continue to update it
- Update your holiday opening/closing hours

Note : Google can know if the user has visited your business



4 Add photos

- Profile picture, cover, logo, exterior, interior
- Photos by yourself with professional quality
- If you can, think about Google 360° Virtual Tour
- Encourage your customers to post
- Name your pictures at precise as you can
  eg. « Whopper 2017 – Burger King London »

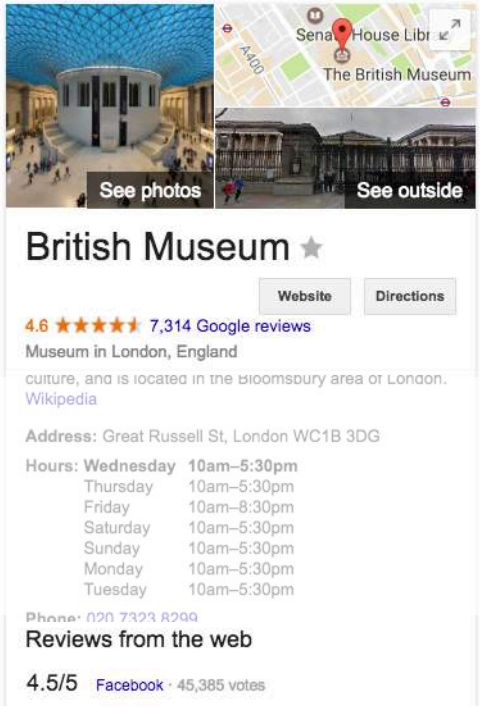


Note: pictures of your business are displayed across all Google services (eg. Images, Maps, etc.)

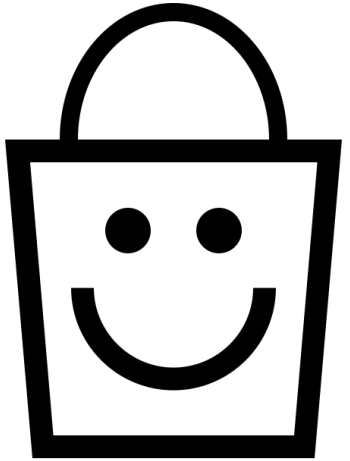
5 Reviews & ratings

- Reviews and ratings increase your prominence
- Encourage reviews from your customers (eg. Google Local Guides)
- Manage and answer to all of them (especially the bad ones!)
- GMB reviews can't be deleted
- « Reviews from the web » publishers cannot be selected

Note: some reviews may be pulled from other listing providers (eg. Tripadvisor, Facebook, etc.)



Local SEO
Online Traffic
Offline visits
Offline conversion
Online citations, reviews, photos, etc.



1 How to create a GMB listing

Step1: Sign in with your Google Account on GMB

Step2: Search for your business using its name and address

Step3:

A: if it exists, select it

B: if it doesn't, select « Add your Business »

Step4: Provide the necessary informations

Step5: Wait for Google postcard with a verification PIN

Step6: Confirm your business using the PIN

2 Is there an existing listing? Claim it, it's yours!

Cases: open source listing, previous business, other people

Step1: Sign in with your Google Account on GMB

Step2: Search for your business using the name and address

Step3: Select it

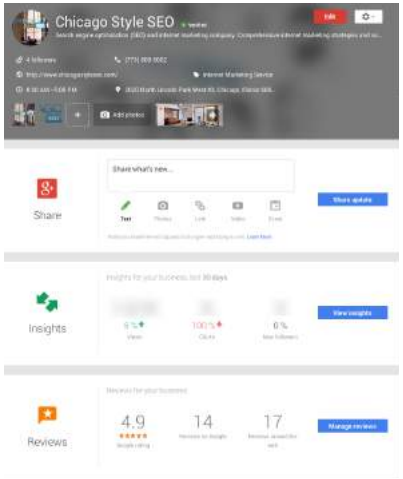
Step4: Request access

Step5: Wait for GMB Customer Success team to reach out

Part 4 - How to best manage and update your GMB information

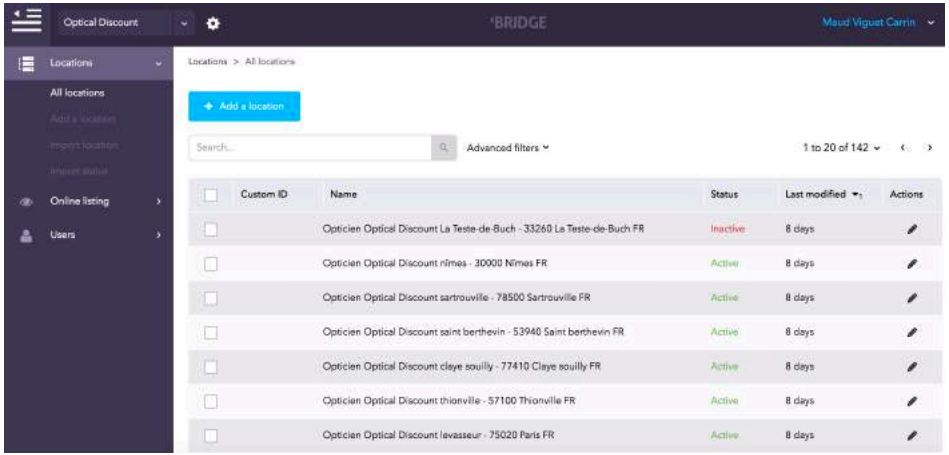
3 Google My Business Account

If you have more than 10 locations you can use Business Account to manage and update your location listings.



4 BRIDGE Online Listings

Easily publish and update your Google My Business location data from a centralized dashboard.



Questions?

Contact me

sung@leadformance.com

Next Webinar

Maximizing the Online-to-Offline Customer Journey

Thursday 23rd February at 3pm GMT

Register here:

https://www.leadformance.com/resources/webinar-maximizing-the-online-to-offline-customer-journey/

Steve Ung, BRIDGE Sales Account Manager – **www.leadformance.com**

Thank you
BRIDGE
What else ?